

Rep Order# 6865522    Ver# 1    Status New    Traffic Order#    Printed: 10/19/2012 9:14 AM    1 of 3

EC'd Yes    Last Received: 10/19/2012 8:50 AM

Showing Buylines: All Lines

|                                       |  |                                  |
|---------------------------------------|--|----------------------------------|
| Station WAVY-TV NORFOLK, VA.          | Agency (    ) MUNDY KATOWITZ MEDIA INC | Rep Firm                         |
| Advertiser (    ) PRIORITIES USA ACTI | 1322 G. STREET SE                      | Sales Office (    ) PHILADELPHIA |
| Product PRIORITIES USA ACT            | WASHINGTON, DC 20003                   | Salesperson (    ) ANJIE BRADY   |
| Estimate# 1789                        | Agency C/P1/P2/E 321/340/1789          |                                  |
| Buyer Media Placement                 | Flight Dates 10/23/2012 - 10/29/2012   | Salesperson Phone# 215-567-6005  |
| Phone#                                | Hiatus Weeks                           | Salesperson FAX# 215-567-5938    |
| Fax#                                  |  |                                  |

-- CONTRACT COMMENT --

SC=\*

-- REMARKS --

THIS IS A NEW CONTRACT  
TOTAL 56,000  
PLS CONFIRM ASAP  
THANKS, ANGELA

| LT  | Ln  | Day | Time    | Program         | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|---------|-----------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | ---     | -----           | --- | ---        | ---         | ---        | ---        | ---         | ---        | ---     |
|     | 1   | TU  | 5A-6A   | WAVY NEWS-5A<   | :60 | \$4,000.00 | 10/23-10/23 | 1          | 1          | 1           | \$4,000.00 |         |
|     | 2   | TH  | 5A-6A   | WAVY NEWS-5A<   | :60 | \$4,000.00 | 10/25-10/25 | 1          | 1          | 1           | \$4,000.00 |         |
|     | 3   | M   | 5A-6A   | WAVY NEWS-5A<   | :60 | \$4,000.00 | 10/29-10/29 | 1          | 1          | 1           | \$4,000.00 |         |
|     | 4   | W   | 7A-9A   | TODAY SHW<      | :60 | \$6,000.00 | 10/24-10/24 | 1          | 1          | 1           | \$6,000.00 |         |
|     | 5   | F   | 7A-9A   | TODAY SHW<      | :60 | \$6,000.00 | 10/26-10/26 | 1          | 1          | 1           | \$6,000.00 |         |
|     | 6   | TU  | 9A-10A  | TODAY SHW2-NBC  | :60 | \$3,000.00 | 10/23-10/23 | 1          | 1          | 1           | \$3,000.00 |         |
|     | 7   | W   | 10A-11A | TODAY SHW3-NBC  | :60 | \$2,000.00 | 10/24-10/24 | 1          | 1          | 1           | \$2,000.00 |         |
|     | 8   | TH  | 11A-12P | HAMPTN RDS SHW< | :60 | \$600.00   | 10/25-10/25 | 1          | 1          | 1           | \$600.00   |         |
|     | 9   | F   | 12P-1P  | WAVY NEWS10-NN< | :60 | \$1,200.00 | 10/26-10/26 | 1          | 1          | 1           | \$1,200.00 |         |
|     | 10  | M   | 2P-3P   | DOCTORS<        | :60 | \$600.00   | 10/29-10/29 | 1          | 1          | 1           | \$600.00   |         |
|     | 11  | W   | 530P-6P | WAVY10NWS-5.30< | :60 | \$5,000.00 | 10/24-10/24 | 1          | 1          | 1           | \$5,000.00 |         |

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Product PRIORITIES USA ACT    WASHINGTON, DC 20003    Salesperson (    ) ANJIE BRADY  
Estimate# 1789    Agency C/P1/P2/E 321/340/1789    Salesperson Phone# 215-567-6005  
Buyer Media Placement    Flight Dates 10/23/2012 - 10/29/2012    Salesperson FAX# 215-567-5938  
Phone#    Hiatus Weeks

| LT  | Ln  | Day | Time        | Program           | Len | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-------------|-------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | ---         | ---               | --- | ---        | ---         | ---        | ---        | ---         | ---        | ---     |
|     | 12  | TH  | 6P-630P     | WAVY NEWS10-6<    | :60 | \$6,000.00 | 10/25-10/25 | 1          | 1          | 1           | \$6,000.00 |         |
|     | 13  | TU  | 7P-730P     | ENT TONIGHT 30<   | :60 | \$4,000.00 | 10/23-10/23 | 1          | 1          | 1           | \$4,000.00 |         |
|     | 14  | TH  | 1135P-1235A | TONITE SHW-NBC<   | :60 | \$2,000.00 | 10/25-10/25 | 1          | 1          | 1           | \$2,000.00 |         |
|     | 15  | SA  | 7A-8A       | WAVY NWS SAT7A    | :60 | \$3,000.00 | 10/27-10/27 | 1          | 1          | 1           | \$3,000.00 |         |
|     | 16  | SA  | 7P-8P       | ENT TONITE60 W    | :60 | \$1,000.00 | 10/27-10/27 | 1          | 1          | 1           | \$1,000.00 |         |
|     | 17  | SU  | 8A-9A       | SUNDAY TODAY SHOW | :60 | \$3,600.00 | 10/28-10/28 | 1          | 1          | 1           | \$3,600.00 |         |

--REPORT TOTALS--

Report Totals: 17 / \$56,000.00

--SALES MONTHLY TOTALS--

Oct 12: 15 / \$51,400.00    Nov 12: 2 / \$4,600.00  
Sales Totals: 17 / \$56,000.00  
Station Totals: 17 / \$56,000.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

--COMPETITIVE--

|               |           |         |          |          |         |          |
|---------------|-----------|---------|----------|----------|---------|----------|
| Market Totals | \$169,697 | CATV 0% | WAVY 33% | WGNT 6%  | WPXV 0% | WTKR 23% |
|               |           | WTVZ 4% | WVBT 8%  | WVEC 26% |         |          |

--COMPETITIVE COMMENTS--

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11  
Demos RA35+

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|                                    |                                      |                                 |
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| Fax#                               |                                      |                                 |

--- CREDIT RISK ---  
CASH IN ADVANCE